



San Diego City Council

MEMORANDUM

DATE: October 7, 2011

TO: Carol Wallace, President & CEO, San Diego Convention Center Corporation  
Joe Terzi, President & CEO, San Diego Convention & Visitors Bureau  
Lorin Stewart, Executive Director, San Diego Tourism Marketing District

FROM: Councilmember Carl DeMaio *Carl DeMaio*

RE: Obtaining "Letters of Intent" for New Business for a Convention Center Expansion

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With the recent vote by the City Council to extend the Tourism Marketing District and plans in the works to expand the Convention Center, it is important for supporters of these efforts to make a solid case for the promised economic benefits from such actions.

The San Diego Convention Center has been a national model for the convention and tourism industry. Not only does the Convention Center provide over a billion dollars in economic benefit each year, drawing hundreds of thousands of additional visitors annually to San Diego and generating millions in sales and hotel revenue which pays for core services citywide, it also puts San Diego on a national and even international stage with events like Comic-Con.

I am excited by the prospect that an expanded Convention Center could allow for additional events and larger events.

However, as a businessman, I know that you don't enter into an investment like the Convention Center expansion without solid anticipation of a return on investment. I believe that the people of San Diego should be able to see the same kind of evidence before such a major public project is pursued.

Therefore, I request that you three organizations work together to approach organizations which are currently holding conventions in San Diego, or would likely hold conventions here in the future if the Convention Center is expanded, to secure Letters of Intent from these organizations. These letters would express the interest of these conventions to stay in San Diego or move here if capacity allows.

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A portfolio of letters of intent would go a long way in arguing the case that there is indeed a demand for a larger convention center.

I am committed to doing what I can to help this effort to secure letters of intent and support from convention groups around the country.

Cc: Honorable Mayor Jerry Sanders  
Honorable Members of the City Council  
Board of Directors, San Diego Convention Center Corporation  
Board of Directors, San Diego Convention & Visitors Bureau  
Board of Directors, San Diego Tourism Marketing District